



DEFENSE LOGISTICS AGENCY
HEADQUARTERS
8725 JOHN J. KINGMAN ROAD
FORT BELVOIR, VIRGINIA 22060-6221

JUL 23 2007

IN REPLY
REFER TO GENERAL ORDER
NO. 9-07

I. AUTHORITY: Authority of the Director, Defense Logistics Agency (DLA).

II. REFERENCES:

- A. Headquarters General Order No. 3-06, April 11, 2006.
- B. Headquarters General Order No. 10-05, December 25, 2005.

III. Pursuant to cited authority and effective July 22, 2007, the missions, functions, personnel, and resources in support of the DLA Enterprise Support (DES) Business Management Office (DES-B) Strategic Visual Communications are transferred to DLA Strategic Planning and Enterprise Transformation (J-5).

IV. Administrative services and support will be provided by existing administrative support organizations.

FOR THE DIRECTOR:

A. B. MORRILL III
Major General, USAF
Vice Director



DIRECTOR, STRATEGIC PLANNING AND ENTERPRISE TRANSFORMATION (J-5)

MISSION:

Serves as the Strategic Planning and Enterprise Transformation Director for the Defense Logistics Agency (DLA).

FUNCTIONS:

1. Serves as chair of the Transformation Executive Board (TEB), which oversees all aspects of Agency strategic initiatives and transformation efforts.
2. Monitors and advises the DLA Director on the implementation of the DLA strategic plan and transformation roadmap.
3. Develops and integrates strategic planning across the Agency and participates and monitors Department of Defense (DOD) projects and studies having potential impact on DLA's mission and strategic plan. Responsible for developing and implementing a comprehensive corporate strategic plan, incorporating Joint Vision 2020 and knowledge-enabled logistics concepts, and fulfills the requirements of the Government Performance and Results Act (GPRA).
4. Provides staff support to actions for the development and implementation of the Balanced Scorecard (BSC) approach to performance-based strategic management within DLA. Acts as the Secretariat for the Balanced Scorecard Executive Board (BSCEB). Develops plans of action to guide the Agency in reviewing, clarifying, and translating DLA's vision and strategy into meaningful measures that gauge the Agency's performance. Conducts periodic reviews of the balanced scorecard strategic management system to ensure its integrity and update the Agency's strategic guidance. The system will focus senior management attention on the critical few indicators that provide the information necessary to successfully implement our strategy and to steadily move the Agency toward its vision.
5. Provides guidance and consultative assistance to DLA mission areas in the development and evaluation of their business and performance plans.
6. Develops and provides training and education opportunities and materials pertaining to the GPRA, National Administration, and DOD performance improvement initiatives, and BSC. Training refers to subjects of which DLA employees and customers will learn the skills to plan, measure, and manage for results. Education refers to corporate strategic planning-oriented courses which will impart to DLA personnel and customers the general understanding of the Agency's strategic planning process, the GPRA process, BSC, and the National Administration and DOD performance improvement management initiatives efforts.
7. Develops, maintains, and redirects, as needed, corporate planning policy. Provides guidance and clarification on planning policy to the DLA mission areas. Reviews and incorporates other DOD policy guidance having a planning dimension.
8. Leads DLA in the National Administration/DOD's performance improvement management initiatives. Serves as Agency's focal point for these initiatives and activities, including the routing of guidance, information, and direction, as well as tracking and reporting initiative

- progress and accomplishments. Facilitates performance improvement management efforts throughout the Agency.
9. Monitors all transformation efforts being pursued within the Agency and provides advice to the Director.
 10. Oversees the development of complimentary and supporting strategic plans.
 11. Serves as the Agency representative to DOD, Office of Management and Budget, Military Services, and other Federal Agencies for all enterprise transformation efforts and strategic initiatives.
 12. Provides leadership and advice to the Corporate Board for Enterprise Transformation.
 13. Chairs and oversees boards and committees relating to enterprise transformation and systems modernization.
 14. Provides technical staff support to the DLA Director/Vice Director.
 15. Serves as the staff liaison for BRAC 2005 operational issues with other staffs from Office of the Secretary of Defense, the Military Services, and DLA activities.
 16. Develops policies and procedures, including definitions for excess capacity, DLA sub-elements to DOD selection criteria, and internal controls.
 17. Collects data and performs analysis to support recommendations for realignment and closure of DLA activities.
 18. Writes the drafts and final reports and provides supporting documentation.
 19. Develops plans for implementing approved BRAC 2005 recommendations.
 20. Provides guidance and onsite assistance to field activities and ensures consistency in all functional implementation.
 21. Schedules and tracks BRAC 2005 implementation milestones.
 22. Serves as DLA's premier provider of Strategic Visual Communication services for the DLA Enterprise on a reimbursable basis.
 23. Provides Strategic Visual Communication services on a reimbursable basis to the DOD and other Federal Agencies.
 24. Produces, shoots, and edits high-end video productions (documentary, informational, marketing, and training) that are integrated into Change Management campaigns, Customer Outreach efforts, employee orientations, and Public Affairs releases.
 25. Produces and provides broadcast DLA and DOD programming to The Pentagon Channel and the Armed Forces Network.
 26. Strategizes with DLA's Senior Leaders and Program Managers on how to effectively incorporate video productions and podcasts to communicate information.
 27. Serves as subject matter experts for the development of video productions, podcasts, and live video events.
 28. Coordinates, produces, directs, and releases live video broadcasts.
 29. Provides videotaping services for events like conferences, classes, and retirements.
 30. Initiates and develops video campaigns for significant DLA success stories that include DLA personnel and programs.
 31. Manages the release of videos and podcasts over DLA's websites by controlling video content on servers and preparing visual content to be released in an internet ready format.
 32. Manages DLA stock footage library.
 33. Provides DVD authoring, CD, and videotape duplication services.
 34. Provides video captioning services prior to the release of any video production.
 35. Represents DLA on the Office of the State Department Production Managers Group.